

Message Text

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PAGE 01 BONN 11575 01 OF 02 231345Z
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USDOC WASHDC
INFO USMISSION USBERLIN
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AMCONSUL BREMEN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
AMEMBASSY HELSINKI
AMEMBASSY LONDON
AMCONSUL MUNICH
AMEMBASSY OSLO
AMEMBASSY PARIS
AMEMBASSY STOCKHOLM
AMCONSUL STUTTGART
AMEMBASSY VIENNA

UNCLAS SECTION 01 OF 02 BONN 11575

FRANKFURT ALSO FOR USTS
USDOC ALSO FOR USTS

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: FRG/WEST BERLIN COMMERCIAL OFFICERS CONFERENCE IN
BERCHTESGADEN MAY 30 - 31, 1978

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PAGE 02 BONN 11575 01 OF 02 231345Z

REF: (A) 1977 BONN 11527 (NOTAL), (B) BONN 00067
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1. SUMMARY: US COMMERCIAL OFFICERS STATIONED IN NINE
GERMAN CITIES, PLUS REPRESENTATIVES OF STATE, USDOC,
USTS AND ICA MET IN BERCHTESGADEN MAY 30 - 31 TO DIS-
CUSS AND RECOMMEND APPROVAL OF TEXT OF FY 79 COUNTRY

COMMERCIAL PROGRAM (CCP) FOR FRG/WEST BERLIN. TOPICS REVIEWED INCLUDED PROPOSED NATIONAL EXPORT POLICY, IMPROVED MISSION ABILITY TO TARGET SCATTERED PERSONNEL RESOURCES ON MISSION-WIDE GOALS, IMMINENT TRANSFERS OF ONE HALF COMMERCIAL OFFICERS IN FRG/WEST BERLIN, PRODUCTIVITY AND TRAINING OF COMMERCIAL FSLs, USG TRADE FAIR PROGRAMS IN GERMANY AND IN US, REPORTING ON MAJOR PROJECTS, SPRECHTAGE (US EXPORT DAYS), AND WAYS TO HELP US STATE REVERSE INVESTMENT ACTIVITIES. END SUMMARY.

2. GENERAL PROGRAM COMMERCIAL OFFICERS FROM NINE GERMAN CITIES MET IN BERCHTESGADEN MAY 30 - 31, 1978 WITH SPECIAL COMMERCIAL PROGRAM OFFICERS (USTS FRANKFURT, USIMC COLOGNE), AND ICA OFFICER AND OFFICERS FROM USDOC (BED/OIM) AND STATE (EB/OCA). PURPOSE WAS REVIEW OF FY 78 CCP ACTIVITIES AND DISCUSSION OF DRAFT TEXT OF FY 79 CCP (FOR WHICH GROUP RECOMMENDED MINOR CHANGES). NO SERIOUS PROBLEMS AROSE IN DISCUSSION OF MISSION ABILITY RESPOND TO CHALLENGES OF FY 79 PROGRAM.

3. TOPICS FOCUSED ON INCLUDED
A. NEED FOR US NATIONAL EXPORT POLICY
B. PERSONNEL RESOURCES
C. USG TRADE FAIR PROGRAMS
D. MAJOR PROJECT REPORTING
E. GERMAN INVESTMENT IN THE USA.
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PAGE 03 BONN 11575 01 OF 02 231345Z

4. NEED FOR US EXPORT POLICY: GROUP WAS BRIEFED BY WASHINGTON REPS ON WORK DONE TO DATE BY PRESIDENT CARTER'S TASK FORCE ON EXPORTS AND THE GROWING WASHINGTON CONSENSUS THAT MORE USG RESOURCES MUST BE BROUGHT TO BEAR CLOSER TO HOME TO RAISE EXPORT CONSCIOUSNESS AMONG US DOMESTIC BUSINESS CIRCLES.

5. PERSONNEL: GROUP NOTED SHORT TERM ADMINISTRATIVE CHALLENGE NOW UPON US WHEN NINE OF OUR EIGHTEEN COMMERCIAL OFFICER POSITIONS ARE LOSING AND GAINING INCUMBENTS. GROUP ALSO REVIEWED WITH SATISFACTION GROWING ABILITY IN FY 78 TO TARGET GEOGRAPHICALLY SCATTERED MISSION COMMERCIAL ASSETS ON MISSION-WIDE GOALS. THIS HAS OCCURRED, FOR EXAMPLE, THROUGH MORE FREQUENT TDYS BY EMBASSY COMMERCIAL STAFF TO POSTS WHEN LATTER FACE WORKLOAD SURGES; THROUGH DOUBLING OF MISSION-WIDE WORKDAYS DEVOTED TO UNIQUE MARKET INFORMATIONAL AND TRADE PROMOTIONAL OPPORTUNITIES OF APRIL 1978 HANOVER FAIR AND THROUGH "CO-MANAGEMENT" FORMAT ALLOWING DESIGNATED POSTS TAKE COUNTRYWIDE ACTION QUARTERBACKING INDIVIDUAL GERMAN BUYER VISITS

TO FBP TRADE SHOWS IN USA. GROUP ALSO NOTED
IMPRESSIVE NUMBER OF HONOR AND CASH AWARDS TO MISSION
COMMERCIAL PERSONNEL IN RECENT MONTHS. PROBLEMS OF
LEADING, MOTIVATING AND TRAINING FSL COMMERCIAL
SPECIALISTS RECEIVED CLOSE ATTENTION. GROUP APPLAUDED
EFFECTIVENESS OF SIX WEEK FSI US TRAINING IN WASHING-

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PAGE 01 BONN 11575 02 OF 02 231348Z
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UNCLAS SECTION 02 OF 02 BONN 11575

TON AND USDOC DISTRICT OFFICES. CONFERENCE HOPED THAT
TWO TO FOUR COMMERCIAL FSLs IN FRG/WEST BERLIN COULD
RECEIVE SUCH TRAINING IN FY 79 AND FOR EACH OF SEVERAL
YEARS FOLLOWING. NOTE WAS TAKEN OF HOW SUCH FSI

TRAINING RECENTLY LED IN ONE CASE TO OVER \$4 MILLION
IN NEW US EXPORTS TO FRG.

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PAGE 02 BONN 11575 02 OF 02 231348Z

6. TRADE FAIRS: CONFERENCE REAFFIRMED MISSION'S GROWING DEDICATION TO DIRECT ACTION USG TRADE PROMOTION, ESPECIALLY THROUGH TRADE FAIRS WHEN ADDED TO OUR TRADITIONAL TOOLS SUCH AS TRADE OPPORTUNITY REPORTING, AGENT DISTRIBUTOR SERVICE AND US EXPORT DAYS IN GERMAN CITIES ("SPRECHTAGE"), THE US AND GERMAN TRADE FAIR PROGRAMS GIVE THIS MISSION GREAT FLEXIBILITY IN PLANNING A BROAD GAUGE CCP. ON THE ONE HAND ORGANIZING AND ESCORTING GROUPS OF GERMAN BUYERS TO SELECTED AMERICAN TRADE FAIRS AND, ON THE OTHER HAND, BRINGING NEW-TO-MARKET AMERICAN EXHIBITORS TO USIMC PAVILIONS IN GERMAN AND EUROPEAN TRADE FAIRS ALLOW THE MISSION, THROUGH INTERVIEWING PARTICIPANTS, BOTH TO MEASURE RESULTING

U.S. EXPORTS QUICKLY AND TO DEVELOP UP-TO-MINUTE FEELING FOR EMERGING MARKET TRENDS. AT SAME TIME WE INTEND IMPROVE OUR ABILITY TO MEASURE AND COMPARE RELATIVE EXPORT IMPACT AND COST EFFECTIVENESS OF ALL OUR OTHER TRADE PROMOTIONAL AND REPORTING ACTIVITIES.

7. REVERSE INVESTMENT: CONFERENCE NOTED RISING INTEREST AMONG US STATE, REGIONAL AND LOCAL GROUPS IN ATTRACTING NEW GERMAN PRIVATE INVESTMENT TO THEIR REGIONS. CONFERENCE RECALLED THAT OUR MAIN SERVICE TO GROUPS SEEKING ATTRACT GERMAN INVESTMENT IS REPORTING AND DISSEMINATION OF REVERSE INVESTMENT OPPORTUNITIES. ALL SUCH LEADS ARE SENT FROM GERMANY TO USDOC WASHDC AND TO AMEMBASSY BRUSSELS. BRUSSELS RETRANSMITS THE LEADS TO EUROPEAN OFFICES OF US STATES OR LOCALITIES. USDOC FORWARDS SAME LEADS TO NATIONAL ASSOCIATION OF DEVELOPMENT AGENCIES WHICH IN TURN PASSES LEADS TO THE DEPARTMENTS OF COMMERCE OF THE VARIOUS STATES. CONFERENCE AGREED THAT, IDEALLY,
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PAGE 03 BONN 11575 02 OF 02 231348Z

US REVERSE INVESTMENT MISSIONS SHOULD FIRST SEEK

REQUIRED INFORMATION ABOUT GERMAN INTEREST FROM THEIR STATESIDE OR EUROPEAN TRADE DEVELOPMENT OFFICES AND ONLY IF THAT PROVES UNSATISFACTORY TURN TO EMBASSY FOR PERUSAL OF FILES. MAKING OF APPOINTMENTS SHOULD

NORMALLY BE DONE BY THE INVESTMENT MISSION, EITHER DIRECTLY OR THROUGH STATE OFFICES, AND NOT BY EMBASSY OR POSTS. EMBASSY AND POSTS WOULD BE WILLING HELP MISSION FIND A BILINGUAL SECRETARY MISSION COULD HIRE TO MAKE AND KEEP TRACK OF APPOINTMENTS.

8. CONCLUSION: CONFERENCE THOUGHT MAJOR SHORT TERM CHALLENGES BEFORE US WERE TO ABSORB QUICKLY PENDING EXODUS OF HALF OUR COMMERCIAL OFFICERS, TO IMPROVE INTERFACE OF OUR CCP WITH THOSE OF OTHER COUNTRIES IN EUROPE, ESPECIALLY AUSTRIA, SWITZERLAND, BELGIUM, FRANCE, NETHERLANDS AND SCANDINAVIA AND FINALLY, TO IMPROVE OUR ABILITY EVALUATE OUR EFFORTS AND DETERMINE PROPER WEIGHT TO GIVE OUR VARIOUS PROMOTIONAL EFFORTS. STOESSEL

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